



Marketing – Nutrition Promotion

Idaho School Nutrition Reference Guide

OVERVIEW

The United States Department of Agriculture (USDA) Child Nutrition Programs, including the National School Lunch Program, School Breakfast Program, Fresh Fruit and Vegetable Program, Special Milk Program, and Afterschool Snack Program, help ensure that children have access to healthy, balanced food choices. These USDA funded programs expose students to a variety of nutritious foods, including fruits, vegetables, and whole grains. Marketing techniques can help develop interest in the food programs which may increase participation.

TERMS TO KNOW

Customers –Students, since they make the ultimate choice to participate in the meal programs. Parents also can be considered customers.

Marketing – Activities that promote, advertise, distribute, and sell goods and services to customers.

WHAT IS MARKETING?

Marketing is creating the perception that what is being offered is desirable and is of good value, which encourages the purchase of the good or service. Eating behaviors may be influenced by portion sizes, convenience, product visibility, taste expectations, suggestive selling, and smart pricing strategies. The environment, including details such as: the size of the food container or what everyone else is eating (versus our own internal hunger cues) may also influence food decisions. Nutrition promotion should support and encourage healthful food choices and behaviors without forcing food choices. Individual choice has the added benefit of minimizing food waste since the student is the one making the decision to select the healthier items.

Per the Local Wellness Policy Final Rule, only those foods and beverages that meet the competitive food requirements may be marketed on school campus during the school day. This rule was finalized July 29, 2016, with the requirement that districts be in full compliance by June 30, 2017. Please see the Smart Snacks and Wellness sections of the Idaho School Nutrition Reference Guide for more information.

WHY IS MARKETING IMPORTANT?

Marketing Child Nutrition Programs to student customers encourages participation. Participation may expose children to new foods and it is also important for the financial viability of the food service program. High levels of participation reflect that children are satisfied and happy with the food choices and, therefore, will select the school meals being offered over

other choices. Marketing strategies can increase participation, improve consumption of healthy food, and reduce food waste.

RESOURCES

Additional resources may be available for this topic. Please check the Idaho School Nutrition Reference Guide website for copies of manuals, user guides and helpful links to relevant subject matter.

For Questions Contact

Child Nutrition Programs
Idaho State Department of Education
650 W State Street, Boise, ID 83702
208 332 6820 | www.sde.idaho.gov

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